

PROFESSIONAL PHOTOGRAPHERS OF GREATER OMAHA, INC.

(A Chapter of: Professional Photographers of America)
*Serving the Metropolitan and surrounding areas of
Eastern Nebraska and Western Iowa, with the goal of education and a resource of information for all
Professionals, and aspiring professionals to share.*

**March
1998
NEWS**

Going Digital: The Questions to Ask?

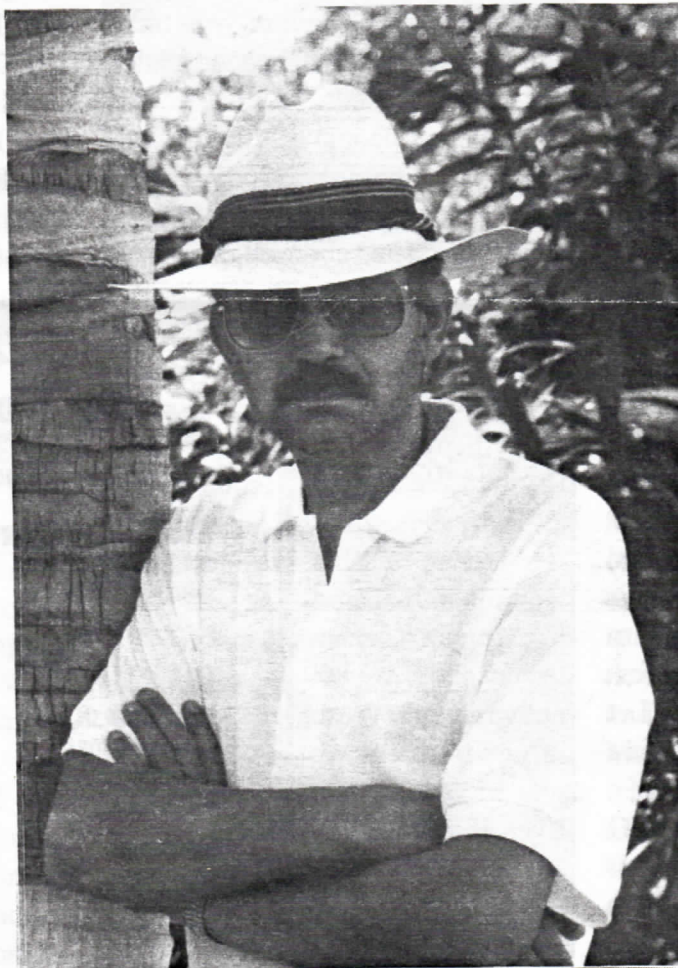
MARCH 9TH, SCOTTS RESTURANT 80TH & CENTER
6:30 SOCIAL 7:00 MEAL 8:00 PROGRAM * (PERSPECTIVE MEMBERS \$10.00 PROGRAM CHARGE)

Rami moved to Nebraska in 1986 from Vancouver, British Columbia. Prior to moving from Canada, he managed photographic retail businesses for around 20 years.

In 1988 he purchased a small studio in Seward. Today the studio has expanded in both size and services to become a full service photographic studio and framing gallery. The retail area is approximately 4,000 square feet and the camera room is about 1200 square feet. The studio includes a full color lab as well as a black and white lab. Restoration and straight copy work has been the backbone of his business. Rami's Photography and Digital Imaging is also digital service bureau for studios/ individuals who do not have high quality input and output devices. Images can be sent in either a zip drive or CD format.

When the Digital Revolution Bug caught up with Rami in the fall of 1996, he jumped in with both feet. He continues to shoot traditionally with film and then inputs the negative into the computer. His digital system operates on a Macintosh platform with dual monitors, flatbed scanner, Kodak 3570

Film scanner, LaserGraphics 6x7 film recorder, Fuji Pictograph 3000 digital printer, zip drive and CD writer storage devices. With this equipment, he can either output im-



Rami Manhas C. P. P.

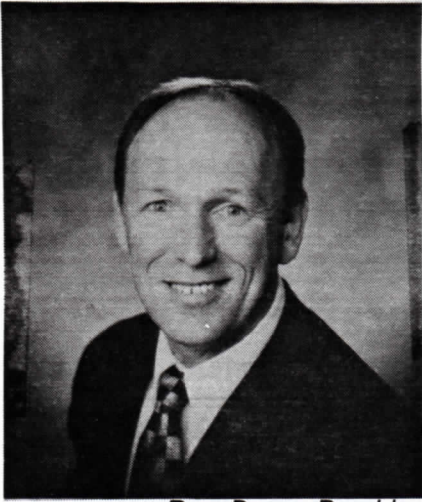
ages directly to a digital print or produce negatives which are then printed traditionally. The studio work is divided evenly between these two printing methods.

While there are a lot of people giving programs on Digital, the information that Rami has to share is different. *His program is geared toward people considering getting into Digital, but don't know the right questions to ask.* Rami is the voice of experience. He wants to prevent you from making the same mistakes he did which resulted in spending extra money and suffering needless frustrations. He will talk about hardware, software, input, and output devices. There will also be information about how his business has changed since "going digital".

In the past, he has given programs on archival quality copy and restoration work as well as on framing. Rami's studio also offers small hands-on classes on his digital equipment and one-on-one teaching programs on Adobe Photoshop. Rami earned his C.P.P. (Certified Professional Photographer) in 1994.

Details and Meal choice on page 6!

PRESIDENTS MESSAGE



*Ron Deyo, President
1997-1998*

Presidents Message:

It was really great to see Jack Holder and Mary Kay on the 17th, I hope we see them a lot more in the future. Also a warm welcome to Connie Clever from Modale Iowa. It is always nice to have visitors that enjoy our programs and may consider joining our group. If you know of anyone interested in our group please let them know they are very welcome. And tell them about all the benefits there are in belonging to PPGO, PPN, PPA, WPPI and most professional organizations. We are a grass roots organization helping many new and established photographer in their business and profession. We learn from many of our peers and professionals out side of our profession. Let them know that the first meeting is a test drive and that if they like what they see they can become a PPGO member. Also remember all of our PPGO spouses are welcome as often as they like.

A very big thanks to Alan Feldman all the way from Florida to share some very important information with us. He gave us a lot of information in the short time we gave him. I am sure if you need more he would

be more than willing to help. I was really surprised with how many of us are equipped with some or most of what we need to be proofless. My biggest problem is learning to sell with this system and be effective. Large prints seem to make a large difference in our profit margins. What a great concept no proofs and still nice profit Just do the math, it makes sense.

We could us some help with the Explores programs, anyone that would like to do a program for them, please contact myself or Steve Miller. These are not tough programs to host. Just about 1 hour of your time and you may help some young adults decide on a career. So please give some young people a little of your time.

I am very excited about our next program Rami Manhas C.P.P. from Seward, Nebraska will be here to show us something about Digital. We should all learn as much as we can about this new media because like it or not it is here to stay and if we are not wise with its use in our business we will be left behind. Even if you are not sold on it as a complete studio system you should be thinking of ways to incorporate it into your business in some form. See you on the 9th of March, and be ready to fill your minds. Ron Deyo
Pres. P.P.G.O. Inc.

PPGO BOARD/DIRECTORS

1 9 9 7 - 1 9 9 8

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 PPA home page (<http://www.ppa-world.org>)

AN-NE Awards Recognize Marketing Excellence

The 1997 AN-NE Awards for marketing professional photography were presented, January 14, 1998 during a special ceremony at PPA's Marketing & Management Conference. PPA President Bert Behnke acted as master of ceremonies, and Chairman of the Board Helen Yancy and Director Ann Monteith presented the awards.

In only its second year of existence, PPA's marketing competition received 117 entries in eight categories. Each entry was judged by an independent panel of marketing experts from outside the Association. Three finalists and one first place entry were selected in each category:

Direct Promotions

First Place: Bambi Cantrell; Pleasant Hill, Calif.; "Short Stories"
 Finalists: Terry Anderson, Edina, Minn.; Larry Peters, London, Ohio; and Renate Pfleiderer, Sag Harbor, N.Y.

Studio Newsletters

First Place: Frank Frost; Albuquerque, N.M.; A Touch of Frost
 Finalists: Christine Lester-Deats, Solvang, Calif.; Richard Pruett, Springfield, Penn.; and Mark and Laura Till, Natick, Mass.

Brendan Francis:
 "People who ask our advice almost never take it. Yet we should never refuse to give it, upon request, for it often helps us to see our own way more clearly."

Print Advertising

First Place: Mary Fitzpatrick; Waco, Texas; "Wedding Story"
 Finalists: William Branson III, Durham, N.C.; Lori Craft, Marshall, Mich.; and Tim Conway, Augusta, Ga.

Broadcast Advertising

First Place: Jerry Burke; Wolfforth, Texas; "Experience the Moment"
 Finalists: Jim Chagares, Richmond, Ind.; Frank Frost, Albuquerque, N.M.; and Michael Klondaris, Warsaw, Ind.

Video/CD-ROM Brochures

First Place: Larry Peters, London, Ohio; "Senior Session Show"
 Finalists: Lori Craft, Marshall, Mich., Betty Huth and Ed Booth, Los Gatos, Calif.; and Michael Orhelein, Ocean View, Del.

Internet Promotions

First Place: Jerry Rzzo; Upper Montclair, N.J.; www.davideric.com
 Finalists: John Henry, Wailuku, Hawaii; Betty Huth and Ed Booth, Los Gatos, Calif.; and Bill Martinelli, San Mateo, Calif.

Specialty Items

First Place: Alain Dancause, Longueuil, Quebec, Canada; "Orchid Calendar"
 Finalists: Kay and Dave Eskridge, Phoenix, Ariz.; Judy Holmes, Avon, Col.; and Mark and Laura Till, Natick, Mass.

Campaigns

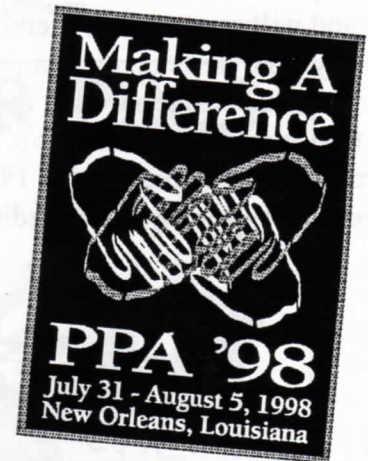
First Place: Dennis Fraise; Burlington, Iowa; "The Lost Senior"
 Finalists: Christopher Clark, Wichita, Kan.; Tom and Faye

Dawdy, Millbrae, Calif.; and Kay and Dave Eskridge, Phoenix, Ariz.

Each first place entrant received a coveted AN-NE trophy and the right to wear the AN-NE pin at all PPA functions. **Each of these entrants will also have a one-page advertorial describing their entry in Professional Photographer Storytellers magazine.** All professional active members will receive a complete description of the first place and finalists entries in an upcoming issue of the PPA's Marketing Guide. First place and finalist entries will be also be on display in the Trade Show at PPA '98 "Making A Difference" in New Orleans, La.

"Don't worry about the world coming to an end today. It's already tomorrow in Australia."

Charles Schultz



Advertisers rate
 To place a camera ready advertisement in PPGO News, the rates are per calendar year: ¼ page \$ 75 ½ page \$ 90 Contact Steve Miller, editor 691-3927

EDITORS NOTE:

Please direct any suggestions, or improvements towards the *editor* or *President* of this association. Our goal is to make this informative and interesting to our members.

WITH DEEP REGRETS

To Mr. Ron Deyo, President PPGO:

It is with much regret that I must turn in my resignation from the PPGO board of Directors. Due to time limits from my studio and my other job it is impossible for me to be of any assistance to your board. I apologize for any troubles this may cause the group in general.

Sincerely, Mark Ciciulla.

Editor note: Due to a change in officers for PPGO, there has been a reassignment of duties, effective 3/1/98 the new board is:

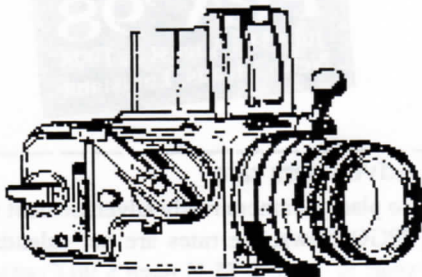
Ron Deyo ... President

Steve Miller ... Vice President

Rolland Montgomery ... Secretary

Jeff Funk ... Treasurer

The board is reviewing the member at large position initiated a few years ago, and will report to the membership any final decision on that position. Please consider at least one if not two possible opening on the board for nominations in May 1998. Steve Miller - Sec.news letter editor.



Walker Camera Repair

9458 Maple Street
Omaha, NE
571-2662

NEXT MEETING

Several options exist for next month (April) possibly a wedding program or a business program. May... TBA

June ...
PPA loan collection and change of officers.

July ...
Summer outing

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ACAPAL PAPER

VISA

INTERNET GUIDE TO COPYRIGHT OF MUSIC USAGE

News you sure could use if: your doing any music usage

10 Big Myths about copyrights: <http://www.law.cornell.edu/uscode/17/>

ASCAP and BMI : <http://ascap.com> & <http://bmi.com>

Songwriter and Music copyright page:
<http://www.copyright.net.resource.htm>

Government WEB page for copyright: <gopher://marvel.loc.gov/>
For more information. contact Steve Miller, editor.

Are you aware of the steps in a Kodachrome process, and that it almost became unavailable?

Look forward towards an article on this very unique film in the next issue of PPGO News

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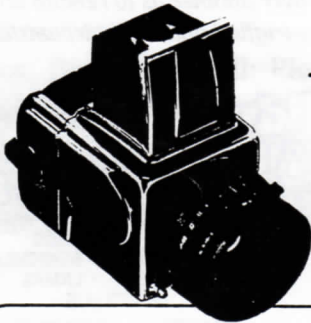
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"Worry a little bit every day and in a lifetime you will lose a couple of years. If something is wrong, fix it if you can. But train yourself not to worry. Worry never fixes anything." Mary Hemingway

NEBRASKAS SOURCE FOR PROS

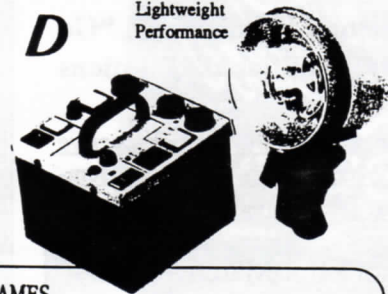
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Art Leather Future 700 series mats, all size and combinations in the colors of gray, brown and white. Contact: Barb at 551-9610, great prices she says!

THIS MEETING: MARCH

Schedule for March 9th, is the *digital information guru* from Seward, Nebraska, Rami Manhas. Rami is currently serving on the board of PPN, and has spent many years researching and fine tuning the digital imaging process. Rami will bring his experience to Omaha's PPGO this March for a digital primer, "Go Digital, Or Traditional, Questions to Ask"

Program cost of \$10.00 for perspective members. Why not join, and save. Members, no cost for program.

Meal choice for March 9th

14 oz. New York Strip...	\$16.00
Ham Steak	\$12.00
Chicken Ceasar Salad ..	\$11.00

"You probably wouldn't worry about what people think of you if you could know how seldom they do."

Olin Miller

"If you can't sleep, then get up and do something instead of lying there and worrying. It's the worry that gets you, not the loss of sleep."

Dale Carnegie

DOOR DISPLAYS FOR '98 CUT ME OUT, SAVE ME UPDATE 3/1/97 BY LOCATION:

OAKVIEW

May 11-17
July 13-19
Oct. 12-18

WESTROADS

Mar. 9-15
June 8-14
Sept. 14-20

SOUTHROADS

Apr. 13-19
Aug. 10-16
Nov. 9-15

SCHEDULE BY DATE

Feb. 9-14	Oakview
Mar. 9-15	Westroads
Apr. 13-19	Southroads
May 11-17	Oakview
June 8-14	Westroads
July 13-19	Oakview
Aug. 10-16	Southroads
Sept. 14-20	Westroads
Oct. 12-18	Oakview
Nov 9-15	Southroads

Breakdown: per location, left to do.
OAKVIEW 3 (Feb. 9-14, done)
Westroads 4 (Jan. 12-18, done)
Southroads 3

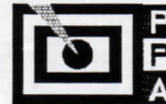
Special thanks to Eric Brun of Lisle Ramsey for time spent in arranging these our best display schedule in years. Please, personally thank Eric for all his fine work on this schedule.

PPGO DISTRIBUTION

PPGO News will also be available at the following locations in limited supply.

Rockbrook Camera ... 108 & Center
Supra Color ... 92 & Maple
The Stockhouse 92 & Maple

All members will be mailed the newsletter at least **one week** prior to the meeting. Steve Miller editor/sec.



Professional Photographers of America
THE WORLD'S GREAT STORYTELLERS..

PPA mailing address change:
229 Peachtree St. Suite 2200 International Tower, Atlanta, GA 30303, same phone numbers.

Latest PPA advertisements for members: check it out!

Magazine... Issue... on sale...
Modern Bride .. April/May Feb 24
Graphics Design .. March ...March

Thomas Jefferson:

"Nothing gives one person so much advantage over another as to remain always cool and unruffled under all circumstances."

Midwest Camera Sales & Repair

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BIENNIAL STATE CONFERENCE

MARCH 28TH TO APRIL 1ST

Grand Island, NE Holiday Inn Downtown

Contact: Tom Sterba, chairman
551-3456 for details
registration is:
Monte Evans 292-6426

This is a Regional Affiliate Judging
judging information. Jim Dingwell
402-476-6571 for entry into print
competition.

PROGRAMS

A lot on marketing, Dennis Fraise
from Iowa on senior marketing, Roch
Tweten from Grafton, North Dakota
on "Digital Imaging" in the studio.
Dave Grupa, "Top Ten Favorites of
Photography and Marketing" from
St. Paul, Minnesota. Jeff Delaney
"Putting the Excitement back into
Weddings", Bob Hawkins from
Newton Iowa, "Fun with Foam and
Fabric", Sue Fischer of Atlantic
Iowa, "Promotions that work".
David Huntsman from Lexington,
Kentucky "From the call to the Wall"
marketing. PPGO Tom Wandel
"Weddings the Wandel Way".
Barry Rankin "Environmental Por-
traits, Watercolor and the Studio"
Holly Howe, North Platte, Nebraska
"Those Dirty P Words of Promotion
and Pricing". Rich Vorhees from In-
diana on "Exploring the Creative
Zone". Dynmaic Duo "Steve
Bergano and Ernst Tramposh" from
New York on Technical and Business
ends of Photography". Tom Goc
from Columbus, Nebraska on "What
Goes Around Comes Around Black
and White" is back. David and Linda

Smith from Stone Mountain, Geo-
rgia on "Professional makes the Dif-
ference, and "Magic of photograph-
ing children". Lots of very fine tal-
ent, and a wide selection of pro-
grams for all skill and interest lev-
els. Plan now and make those res-
ervations .

Calendar Of Events

PPN Biennial Conference
March 28-April 1, 1998
Grand Island

PPN Board Meeting
May 11, 1998
Kearney, NE

MAIPP
May 31 - June 4, 1998
Cedar Falls, IA

PPN Summer Conference
July 12-13, 1998
Kearney

PPA National Exposition
August 1-5, 1998
New Orleans

PPN Annual Meeting
September 13-14, 1998
Mahoney Park

PPN Board Meeting
November 9, 1998
TBA

PPN Winter Conference
January 17-18, 1999
TBA

PPN Board Meeting
February 22, 1999
TBA

Heart Of America Conference
April 9-14, 1999
Kansas City

*Supplied by Warren Johnson, Editor
PPN, News.*

UPCOMING SEMINAR

Hasselblad USA's Hasselblad Uni-
versity is offering the International
Wedding Institute described as a
three week intensive "educational
event in which attendees will learn
the skills necessary to go into busi-
ness as a professional wedding pho-
tographer". The IWI will offer its
first session in Tucson, Arizona,
August 3-21, and will include such
topics as "Marketing Tools to Cre-
ate a Customer Base"; "Posing for
Individuals and Groups", "Studio
and Outdoor Lighting for Portraits
and Candid", as well as topics deal-
ing with wedding etiquette and sales
strategies. Corporate sponsors for
the IWI include Hasselblad, Visatec
Lighting, Eastman Kodak Com-
pany, Rangefinder Magazine, and
Art Leather. phone: (973) 227-7320

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System for prints. Using a selection
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ors, the Mastertouch colors are said
to be undetectable on print or plas-
tic surfaces, are unaffected by heat,
and can be removed with
Mastertouch Solvent at any point
without print damage. Two sets are
available; the Basic and the Extra
Color Sets. Pro Studio Supply is also
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Mastertouch spray lacquers to fin-
ish off the surface of photographic
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for retouching pencils. Available in
matte, luster and gloss finish.

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News from PPA/Local Goodies
Presidents article/Officers Directory

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Rami Manhas C.P.P. "DIGITAL PHOTOGRAPHY" Questions to Ask!

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PROSPECTIVE MEMBERS: \$10.00 FOR PROGRAM
MEMBERS: NO CHARGE

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Rami Manhas C.P.P. "DIGITAL PHOTOGRAPHY" Questions to Ask!